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INVESTMENT IN THE FUTURE

San Jose's Early Care and Education Strategic Work Plan

The growing consensus regarding the importance of early education stands in stark contrast to the disparate system of care and education available to children in the United States in the preschool years.

Eager to Learn, Educating Our Preschoolers
Committee on Early Childhood Pedagogy

Barbara T. Bowman, M. Suzanne Donovan, and M. Susan Burns, Editors

INTRODUCTION

The City of San José Office on Early Care and Education Services, building on the accomplishments of years one and two, continues its work in realizing the vision that *all children enter school with the foundation needed for academic and social success*. Over 1,300 new quality early care and education spaces, in 14 programs, have been created. On July 1, 2004, the Office on Early Care and Education Services joined the San José Public Library Department. The move combines Smart Start San José with the Library's adult, family, and child literacy programs. The result is that all of the City's early education and literacy programs are located in one department and a more comprehensive service delivery system will benefit the entire community.

The Early Care and Education Strategic Work Plan continues to guide the City and the San José community in the development of accessible, affordable, quality early education programs. This update reports the accomplishments of the previous year 2003-2004. It also identifies strategic outcomes and objectives for year three (fiscal year 2004 – 2005). Each year's accomplishments will be reviewed and strategies developed to continue moving toward the achievement of the overall four-year objectives.

VISION

All children will enter school with the foundation needed for academic and social success

MISSION

Increase access to quality, affordable early childhood care and education
for all San José children and families

STRATEGIC GOAL AREAS

Increase the number of accessible, affordable, quality early care and education spaces to meet the needs of San Jose families

Facilitate education and professional development on how to start, operate, and / or work in high-quality early care and education programs

Create a public education & awareness campaign so that the public is knowledgeable about early care and education options and issues

Increase political and community advocacy for early care and education

Integrate the City of San Jose's Early Care and Education Strategic Plan with local, state, and national initiatives in order to leverage and increase resources and ensure a comprehensive service delivery system

**YEAR TWO
2003 – 2004
ACCOMPLISHMENTS**

Strategic Goal Area I: Increase the number of accessible, affordable, quality early care and education spaces

Year Two Objective(s)	Year Two Accomplishments
A. Open 220 new early care and education spaces in centers	A. Created 266 quality early care and education spaces in 4 Smart Start San José programs at: 1. Evergreen Valley High 2. Ovefelt High School 3. K's Quality Child Development Center 4. Estrellá Family Services
B. Open 108 new early care and education spaces through the creation of 18 new family child care home businesses.	B. 13 program participants completed the 2003 – 2004 Smart Start San José Program
C. Ensure that all Smart Start San José-funded facilities meet the Smart Start Program Quality Standards.	C. Programs reviewed met contract compliance.
D. Add inclusion language to Smart Start San José Program Quality Standards.	D. The revised Smart Start San José Program Quality Standards with inclusion language will be presented to the Early Care and Education Commission for adoption in October 2004.
E. Encourage housing developers to include early care and education programs in their facilities and explore how early care and education can be included in low-income housing developments	E. There was a discussion with the Housing Department in regarding the importance of including child care in public housing in spring of 2003. Staff will explore the feasibility of addressing this in FY 2004 – 2005.
F. Implement the Smart Start San José Kindergarten Readiness Criteria in all Smart Start San José centers.	F. Smart Start San José Kindergarten Readiness Criteria has been updated and will be implemented Fall 2004.
G. Pilot a program to bring existing early education programs under the Smart Start San José umbrella.	G. A program called “ <i>Join the Smart Start San José Team</i> ” has been developed; implementation begins in FY 2004 – 2005.

YEAR TWO

2003 – 2004 ACCOMPLISHMENTS

Strategic Goal Area II: Facilitate education and professional development in high-quality programs

Year Two Objective(s)	Year Two Accomplishments
A. Formalize ongoing and continuing partnerships with organizations that provide career track education and training that meets the City's definition of professional growth and development for early educators.	<p>A. The City of San José Office on Early Care and Education Services worked formally with a variety of community based organizations, schools and agencies. Including but not limited to:</p> <ul style="list-style-type: none"> • San José Unified School District • Santa Clara County Office of Education • WestED • San José Public Library • Santa Clara County Local Education Planning Council • Community Family Services • Santa Clara County Health Department • FIRST 5 Santa Clara County • San José City College • 4 C's Santa Clara Co. PLU
B. Provide and/or make available education and training to 300early educators.	<p>B. Provided or assisted in the provision of professional development for 667 early educators at the following Conferences and Seminars:</p> <ul style="list-style-type: none"> • <i>Expanding the Foundation for Success-21st Century Early Care and Education 5th Annual Best Practices,</i> • <i>ABC's of Assessment – Tools for Supporting children's School Readiness,</i> • Trainer of Trainers on the KidSmart Early Learning (computer) Program. • Second Annual Comprehensive Health in Early Care and Education Conference
C. Focus on providing specific training and education in the areas of school readiness, health education, program quality, and professional development.	C. Provided education and training in school readiness, health education, program quality and professional development (See above.)
D. Form a strong partnership with San José Public Library in support of early literacy.	D. The Office on Early Care and Education Services (OECES) formally joined the San José Public Library Department July 1, 2004. The OECES and the Library's Adult, Family, and Child

YEAR TWO

2003 – 2004 ACCOMPLISHMENTS

Strategic Goal Area II: Facilitate education and professional development in high-quality programs

Year Two Objective(s)	Year Two Accomplishments
D. Form a strong partnership with San José Public Library in support of early literacy.	D. The Office on Early Care and Education Services (OECES) formally joined the San José Public Library Department July 1, 2004. The OECES and the Library's Adult, Family, and Child Literacy (Books For Little Hands) will form a new unit, Early Education and Literacy. One of the results of the merger is that all of the City's School Readiness programs will be in one Department. This allows for sharing and or exchange of staff, information and resources.

YEAR TWO

2003 – 2004 ACCOMPLISHMENTS

Strategic Goal Area III: Create a public awareness campaign about early care & education

Year Two Objective(s)	Year Two Accomplishments
A. Create a database of programs that assist families with early care and education costs.	A. Database of resource programs was developed, used and distributed to assist Smart Start San Jose families connect with needed services. Staff will explore the feasibility adding resource database to web page.
B. Host a family resource faire for Smart Start San José families.	B. 312 families with children enrolled in Smart Start San José centers received services from the Family Services Broker who assisted individual family needs such as: dental and health care, employment development, affordable housing, rehabilitation training, transportation, parenting classes, mental health counseling, and access to educational literature. Smart Start San José participated in family resource fairs at Rosemary, Christopher, and Stipe Elementary Schools
C. Identify and create vehicles for the distribution of program quality and tax credit information to all families in Smart Start San José programs and to the general public.	C. <u>Smart Start San José Logo</u> was featured on the new web site, Month of the Young Child publicity, Child Care Tax Credit Public Education Campaign materials, facility signage, advertisement of funded programs, letterhead, and other appropriate venues. <u>Child Care Tax Credit Public Awareness and Education campaign poster</u> was developed and displayed in transit shelters, on bus tails, in light rail stations, and as a banner hung in City Hall. The Child Care Tax Credit info packet included: introductory letter from Congressman Honda and Mayor Ron Gonzales, poster with tear-off information pad. Fliers were printed in English, Spanish and Vietnamese and distributed though Task Force members as well as to all licensed child care centers in SCC, tax preparation service providers, ethnic community-based organizations, and others.
D. Increase the recognition of the Smart Start San José logo as a	D. <u>Program Quality Standards (PQS) posters</u> were developed,

YEAR TWO

2003 – 2004 ACCOMPLISHMENTS

Strategic Goal Area III: Create a public awareness campaign about early care & education

Year Two Objective(s)	Year Two Accomplishments
symbol of a quality program through its use with all marketing strategies.	printed in English, Spanish and Vietnamese, and distributed to all licensed child care centers in Santa Clara County, family child care associations, and identified community-based organizations. Poster made available on Smart Start San Jose web site and through the City of San José Customer Call Center.

YEAR TWO

2003 – 2004 ACCOMPLISHMENTS

Strategic Goal Area III: Create a public awareness campaign about early care & education, cont.

Year Two Objective(s)	Year Two Accomplishments
A. Use the Month of the Young Child Celebration to: 1. Acknowledge early care and education champions. 2. Promote increased awareness of quality early care and educational options. 3. Recognize quality programs	A. The 2004 Month of the Young Child Celebration acknowledged the following: <ul style="list-style-type: none">• <u>Play and Learn Center</u> for Outstanding child care center• The Overfelt High School Collaborative received the Smart Start San José award for outstanding collaborative• Agape Family Child Care and Preschool received the award for outstanding family child care. San José City Council Member Cindy Chavez and Nora Campos's Assistant, Christina Silva-Burnett, assisted in presenting the awards at the Children's Faire.
B. Update the brochure "Opening Child Care in San Jose" in coordination with the Early Care and Education Commission and the Department of Planning, Building and Code Enforcement.	B. The brochure updated and simplified. Re-titled: First Steps to Opening an Early Care and Education Program in San José. It is in its final steps of review. It is anticipated that the revised brochure will be available in early Fall 2004.
C. Market Smart Start San José Programs to the San José Community	C. 1. Smart Start San José received significant media coverage for the Child Care Tax Credit program, Month of the Young Child events, and center grand openings as Smart Start San José sponsored events and services. 2. Developed and posted "Smart Start San José Locations" section on new web site listing operational and programming information about each Smart Start San José Center. Section lists physical address and displays a photograph of each site.

YEAR TWO

2003 – 2004 ACCOMPLISHMENTS

Strategic Goal Area IV: Increase political and community advocacy for early care and education.

Year Two Objective(s)	Year Two Accomplishments
<p>A. The Early Care and Education Commission leads the City of San José in supporting and promoting the City's vision and mission for young children by:</p> <ol style="list-style-type: none">1. reviewing and recommending support of legislation that supports the City's Early Care and Education Strategic Goals and Objectives2. obtaining public input on early care and education issues.3. assisting in a fund development strategy aimed at securing non-General Fund dollars to support implementation of the Work Plan's strategic objectives. Generate at least \$100,000 in FY 2003 – 2004. <p>B. The Early Care and Education Commission will participate in local, state, and national efforts to build a quality early care and education system including but not limited to improving wages and benefits for early educators.</p>	<p>A. The Early Care and Education Commission:</p> <ol style="list-style-type: none">1. Tracked and recommended that the San Jose City Council adopt positions that supports legislation the City's Child Care Policy Guidelines and the Early Care and Education Strategic Work Plans2. Supported appropriate staffing levels for the Office on Early Care and Education Services to enable them to reach grant and program targets. <p>B. The Office on Early Care and Education participated in Teleconferences with the National League of Cities and is working closely with First 5 Santa Clara County <i>Preschool for All Initiative</i> and United Way Santa Clara County's <i>Success by Six Campaign</i>.</p>

YEAR TWO

2003 – 2004 ACCOMPLISHMENTS

Strategic Goal Area V: Integrate the Work Plan with initiatives to increase resources/ensure a comprehensive service delivery system.

Year Two Objective(s)	Year Two Accomplishments
B. Identify local, state, and national initiatives that support early care and education programs	B. The Office on Early Care and Education Services is working in partnership with Santa Clara County FIRST 5 to implement Preschool for All.
C. Formalize linkages with identified initiatives to include but not limit to: United Way Success by Six, First 5 of Santa Clara County, Community Child Care Council (4C's), Early Care and Education Planning Council, Etc.	C. Linkages were developed with stakeholders including: United Way Success by Six, First 5 of Santa Clara County, Community Child Care Council (4C's), Early Care and Education Planning Council, Etc.
D. Involve businesses, the faith community, schools, and community-based organizations in the City's early care and education initiatives.	D. Smart Start San José actively worked with private industry in the planning, development, and marketing of its program and services.
E. Convene a City of San José Inter-departmental Early Care and Education Team to coordinate all City services and programs serving young children and their families. Team members may be recruited from: <ul style="list-style-type: none"> • Mayor's Office • Department of Housing • Police Department • Department of Planning, Building, and Code Enforcement • Redevelopment Agency • Office of the City Manager • Fire Department • Library • Department of Parks, Recreation and, Neighborhood Services 	E. The Office on Early Care and Education actively participated in CSA 2, <i>Recreation and Cultural Services: Vibrant Cultural, Learning and Leisure Opportunities</i> . The Office's active participation resulted in the merge and smooth transition of the Office of Early care and Education into the San José Public Library Department.
E. Formalize partnerships with organizations, agencies and stakeholders that will support the implementation of the goals and objectives of the Early Care and Education Strategic Work Plan.	E. This is an ongoing process. Smart Start San José reached out and created more partnerships through its Smart Start San José Program Quality Campaign, the Smart Start San José Child Care Tax Credit Campaign, and as it continues to seek collaboration to leverage and maximize resources

YEAR THREE

2004 – 2005

INVESTMENT IN THE FUTURE
San Jose's Early Care and Education Strategic Work Plan

Program Objectives

YEAR THREE
2004 - 2005
INVESTMENT IN THE FUTURE
San Jose's Early Care and Education Strategic Work Plan

Pre-kindergarten cannot be considered a luxury for upper income families or a special program for the disadvantaged. Given what we now know about children's brain development, pre-kindergarten is just as necessary as kindergarten or first grade.

Libby Dogget, Executive Director
The Trust for Early Education, Washington, D.C.

**Strategic Goal
Area I**

Increase the number of accessible, affordable, quality early care and education spaces to meet the needs of San José families.

**Four Year Goal
2002 –2006**

Create 2,100 new early care and education spaces in San José.

**Year Three Objectives
2004 – 2005**

By the end of Year Two, 1,577 spaces had been created. The following actions will add another 230 spaces and result in 1,807 spaces by the end of Year 3.

- A. Create new early care and education spaces
 - 1. Confirm SJRA funding contributions for FY 2004 – 2005
 - 2. Open 118 new quality early care and education spaces:
 - a. Almaden Smart Start San José Center (48 spaces)
 - b. San José Day Nursery (112 spaces)
 - c. Smart Start San José – Family Child Care (70 spaces).
- B. Improve the quality of 620 existing early care and education spaces in San Jose
 - 1. Finalize Contract and process
 - 2. Improve the quality of centers, enhancing 480 spaces
 - 3. Improve the quality of family child care home business (enhancing 140 spaces).
- C. Ensure that all Smart Start San José-funded facilities meet contract compliance items as well as the Smart Start Program Quality Standards.
- D. Add inclusion language in the Smart Start San José Program Quality Standards
- E. 80% of customers rate the value of their Smart Start San José partnership as above average or excellent.
- F. Add Inclusion language in the Smart Start San José Program Quality Standards

YEAR THREE
2004 - 2005
INVESTMENT IN THE FUTURE
San Jose's Early Care and Education Strategic Work Plan

Providers can keep children on the road to healthy development by helping them learn how to love, communicate, solve problems, and look forward to the future.

Who Are These People?
A Guide for Child Care Professionals
The National Academy of Sciences, 2003

Strategic Goal Area II	Facilitate education and professional development on how to start, operate, and/or work in high-quality early care and education programs.
Four Year Goal 2002 –2006	Provide and/or make available professional development education and training to 1,000 early care and education providers (including exempt providers).
Year Three Objectives 2004 – 2005	<ul style="list-style-type: none">A. Convene a Smart Start San José Professional Training Institute for Smart Start San José program partners (200 - 300 individuals)B. Smart Start San José, with the now-integrated Books 4 Little Hands component will hold professional development workshops for early educators (150) to raise their awareness of the importance of literacy and school readiness and to improve their skills in reading to young children.C. Provide a Trainer of Trainer seminar on using the Early Childhood Environmental Rating Scale (ECERS) and the Family Day Care Rating Scale (FDCRS) to at least 20 individuals.D. 80% of early educators completing the SSSJ School Readiness Component will report an increase in knowledge.E. 80% of customers rate the value of Smart Start San José professional development events and opportunities as above average or excellent.

The message that the quality of children's relationships with adult teachers and child care providers is critical in preparation for elementary school should be featured prominently in communication efforts. Parents and other caregivers, as well as the public, should be the targets of such efforts.

YEAR THREE
2004 - 2005
INVESTMENT IN THE FUTURE
San Jose's Early Care and Education Strategic Work Plan

Eager to Learn, Educating Our Preschoolers
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**Strategic Goal
Area III**

Create a public education campaign to inform the public about early care and education options and issues.

**Four Year Goal
2002 –2006**

City of San José families will be informed about the early care and education options available to them.

Year Three Objectives
2004 – 2005

- A. Market Smart Start San José Programs to the San José Community.
 - 1. Integrate the Smart Start San José Web presence into San Jose Public Library's Web site.
 - 2. Coordinate Smart Start San José marketing materials and information with those of the library.
 - 3. Implement year-two of the Child Care Tax Credit Awareness Campaign
- B. Use the Annual City of San José Month of the Young Child Celebration to:
 - 1. Acknowledge early care and education educators and champions.
 - 2. Promote increased awareness of program quality indicators.
 - 3. Recognize quality early care and education programs.
- C. Update the brochure "Opening Child Care in San José" in coordination with the Early Care and Education Commission and the Department of Planning, Building and Code Enforcement.
- D. 80% of customers rate the value of participating in Month of the Young Child events and activities as above average or excellent.

YEAR THREE
2004 - 2005
INVESTMENT IN THE FUTURE
San Jose's Early Care and Education Strategic Work Plan

Despite the best efforts of concerned individuals and groups both within and outside government, a more effective public policy toward children will be difficult to produce if we lack understanding of how and why decisions concerning programs and budgets are made and how these decisions can be directed to meet the needs of children.

Making Policies for Children: A Study of Federal Process
Cheryl D. Hayes, Editor

Strategic Goal
Area IV

Increase political and community advocacy for early care and education.

Four Year Goal
2002 –2006

Support local, state, and national efforts aimed at:

- **increasing wages and benefits for early care and education providers, =**
- **encouraging public and private funding for early care and education services,**
- **raising business support for early care and education, and**
- **supporting universal access to early care and education programs.**

Year Three Objectives
2004 – 2005

A. The Early Care and Education Commission and Library Administration will assist in tracking trends and issues at the national, state and local level and will be working with the Mayor's Office and City Council offices to recommend appropriate advocacy.

YEAR THREE
2004 - 2005
INVESTMENT IN THE FUTURE
San Jose's Early Care and Education Strategic Work Plan

Studies show that school-readiness problems aren't limited to poor children, and that quality preschool increases all children's reading and math skills in primary school.

Mary O'Sullivan, Executive Director
Preschool California Oakland

**Strategic Goal
Area V**

Integrate the City of San Jose's Early Care and Education Strategic Work Plan with local, state, and national initiatives in order to leverage and increase resources and ensure a comprehensive service delivery system.

**Four Year Goal
2002 –2006**

The City of San Jose's Early Care and Education Strategic Work Plan will be integrated with major local, state, and national early care and education initiatives.

**Year Three Objectives
2004 – 2005**

- A. Identify local, state and national initiatives that support early care and education programs. Identify trends and best practices and participate in local, state and national forums that focus on earlycare and education.
- B. Involve businesses, the faith community, schools, and community-based organizations in the City's early care and education initiatives.
- C. Convene a meeting of City departments to share information about programs and services offered to children 0-5.
- D. Participate in appropriate community outreach events